

Subject: RE: Holiday plan
From: "Michael Filson" <@>
Date: 11/09/2016 01:51 PM
To: dawn@downtownnews.com, hsherzai@downtownla.com, michael@downtownnews.com

Oh shoot... it wasn't on our calendar so we didn't see it. We never received a meeting invite.
Give us a call in 20.

Sent from my T-Mobile 4G LTE Device

----- Original message -----
From: Dawn Eastin <dawn@downtownnews.com>
Date: 11/9/16 1:45 PM (GMT-08:00)
To: Henna Sherzai <HSherzai@downtownla.com>
Cc: Michael Lamb <michael@downtownnews.com>, Michael Filson <MFilson@downtownla.com>
Subject: Re: Holiday plan

Left you a message about 10 minutes ago. Give us a call.

*Dawn Eastin
General Manager
L.A. Downtown News
1264 W. First St.
L.A., CA 90026
213-481-1448
213-250-4617 fax*

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On Nov 8, 2016, at 3:53 PM, Henna Sherzai wrote:

Hello!

In advance of the call tomorrow I wanted to share a couple of things. We have \$7,000 in the budget to advertise with the goal of driving traffic

to DowntownLA.com/Holiday. I know we'll want to run ads the week of 11/28, 12/5, and 12/12. I'm not sure this leaves any dollars for the incremental shopping guide but we can discuss tomorrow.

Thanks,
Henna

Henna Sherzai

Director of Marketing & Communications

[<image001.png>](#)

Downtown Center Business Improvement District

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7515 | Fax: 213-624-0858

Web: DowntownLA.com

[<image002.jpg>](#) [<image003.jpg>](#) [<image004.jpg>](#)